

First in Show Inc.

Marketing Plan 2009

Suggestive Marketing Plan for First in Show Inc.

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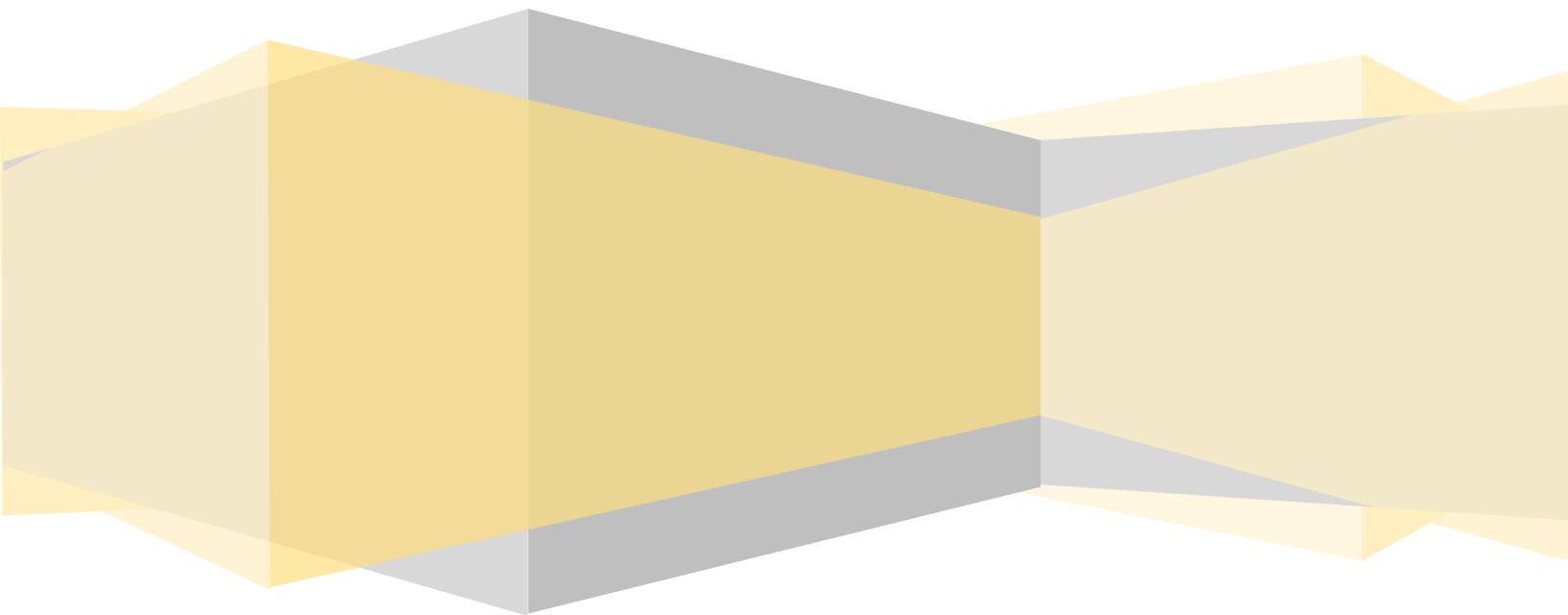


TABLE OF CONTENTS

Executive Summary	3
Marketing Strategy Statement	4
Consumer Target Market.....	4
Business Target Market.....	6
Goal Statements	8
retailer goals	8
Consumer goals.....	8
company goals	9
Marketing mix programs	10
product	10
price.....	13
Distribution	16
Advertising.....	20
Media mix	22
DOG FOOD MARKET CALCULATIONS	26

Executive Summary

First in show pet foods Inc. is a small producer of superior quality dog food in the United States. First in show has prospered as a supplier of a unique dog food for show dogs. The product was specifically created to enhance the coats of dogs in competition.

First in show is now attempting to enter the household dog food market and will be selling a niche product, frozen dog food. First in show has created the best dog food when it comes to benefits, nutrition, and look stand point. First in show contains federally inspected beef by products, beef, liver, and chicken. Fresh meat constitutes **85%** of the product's volume along with the other **15%** being highly fortified cereal.

We believe that this product will succeed within the household dog food market because of the growing trend in the health/nutrition/looks of the dog market segment. This segment believes in doing the right thing for their dog by providing it with a healthy diet and lifestyle. We are convinced that this segment will realize the over whelming benefits First in Show has over the competition and will become consumers.

First in show is a product completely different in the dog food market and consumers will realize its overwhelming benefits as opposed to other brands such as Purina and Iams. The reason consumers will agree and purchase First and Show over competitors will be the difference they see in their dog after it eats First in Show. Differences include the preferences for taste, smell, look, nutrition, good breath, good teeth, and its ailment free long lasting life.

Marketing Strategy Statement

First in Show Dog Food Inc. will primarily target the health nutrition segment in the Boston dog food market for the Show Circuit line of frozen dog food. While the competition may claim to provide the most beneficial pet food, Show Circuit is the best fresh meat based dog food an owner can purchase for their pet on a health, nutrition, digestive, and looks standpoint. The protein, vitamins, and minerals available in Show Circuit cannot be matched by any competitors in the market. By feeding your dog Show Circuit, your dog will live a longer and healthier life.

Focusing on this segment of the market will allow customers to obtain an exceptional product, thus developing positive brand awareness and image for the company.

In order to accomplish overall goals, First in Show Dog Food Inc. will develop a message, communicate it, and fulfill their commitment to excellence.

Consumer Target Market:

The primary consumer target market should to be the health nutrition segment of the market, which is **30%** of the Boston dog community. Of this segment, **80%** of the consumers showed very or extreme interest in purchasing Show Circuit frozen dog food at a premium price. First in Show Dog Food Inc. needs to put emphasis on dog owners who have indicated that they don't mind going out of their way and are willing and able to pay the high-end price to get the benefits that First in Show Dog Food offers.

- **Primary consumer market demographic:**
 - Show Circuit dog food targets at ***singles and married couples between the ages of 21 and 54*** with a household income ***greater than \$25,000*** in the Boston area.
 - ***Over 63%*** of these households invest in pet food, supplies, and care
 - The reason being is that, regardless of marital status, with or without children, households regard their dogs as a part of the family

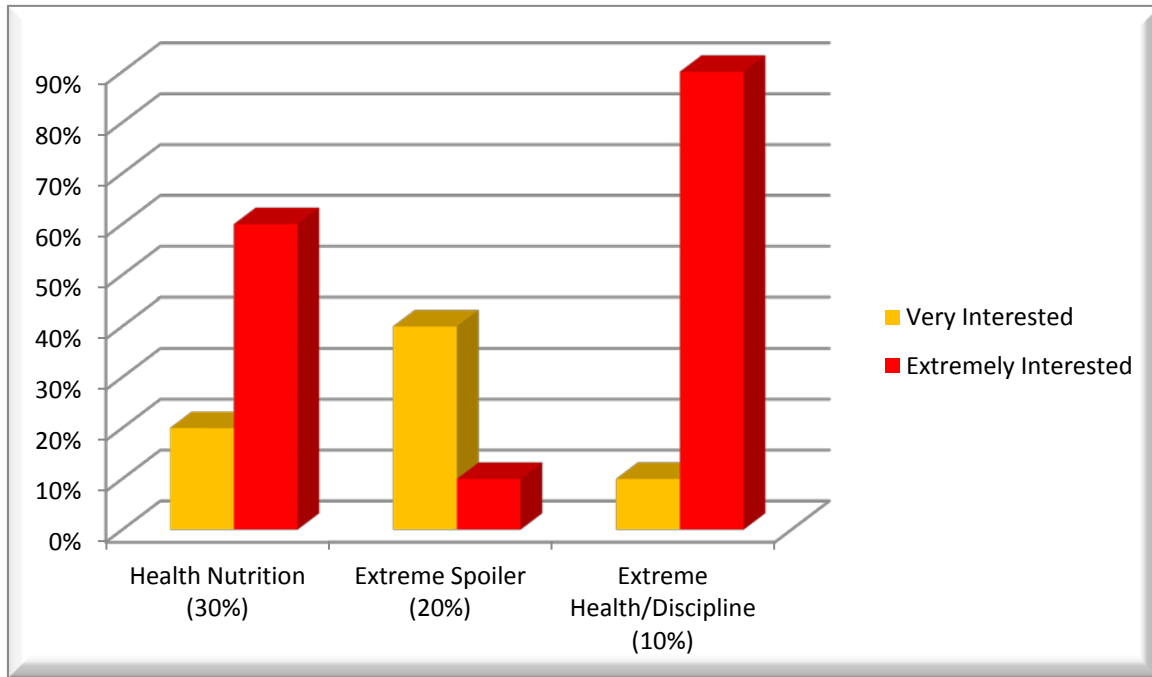
- **48%** of households with annual incomes *of less than \$12,000* spend money to keep a pet.
- **Psychographic/Behavioral Trends:**
 - In today's society, the number of pet owners has steadily increased over the years. These owners consider their pet as a part of their family, thus investing in food that would provide their pets a longer life.

Secondary Consumer Market:

- The **extreme dog lover** segment should be the secondary target market for Show Circuit. This segment includes owners who go out of their way to spoil their dog and who believe the best life their dog can have is a healthy one.
 - This segment is **12%** of the Boston dog community.
 - **50%** of this segment would be willing to purchase at a premium price.

Market Interest Levels for First in Show in the Boston Dog Community

(Markets are represented by % of Boston Dog Community)



Business Target Markets

Demographic

- First in Show needs to **primarily target** serving the pet superstore industry and target the veterinary industry as its **secondary market** with its healthy dog food.
- The preferred company size for these industries include annual revenue of **\$3 million** per location and a company sales staff of **10 or more** employees in a single shift.
- For the initial market penetration we suggest that First in Show be centralized on the **Boston dog market** specifically.

Operating Variables

- Since First in Show dog food is a fresh meat based dog food, it is necessary to keep store the product in a freezer at all times until purchase and use. Many pet superstores today have freezers already installed in their store locations to carry other products, such as frozen treats for a variety of household animals. For other channels of distribution such as supermarkets and mass merchandise stores, the necessary requirements to store First in Show dog food would be a hassle as an additional frozen food area would need to be made.

Purchasing Approaches

- The purchasing organization for pet superstores will be that of highly centralized organizations. This type of organization keeps a high degree of control over its employees. **Highly centralized organizations** offer a convenient approach to reaching the retailers. Instead of having to visit and convince the purchase of the product at individual locations, First in Show would only need to communicate and deal with the head decision maker.
- We suggest that First in Show attempt to persuade the purchaser to **abandon any existing customers** in the same market as First in Show and **pursue others** which offer the better product.

- First in Show dog food should focus on companies that prefer a ***point of sale (POS) system***. Most POS systems include inventory tracking and analysis, customer loyalty programs, history of sales and analysis, purchasing and receiving, purchasing by reorder levels, and automatic order recommendations.
- We suggest the pursuing of companies seeking quality products over that of low priced products. First in Show is a high quality product that comes along with a premium price tag.

Situational Factors

- Since First in Show is not projected to have high sales levels in the initial quarter, it is ***not necessary*** to concentrate on companies that require immediate delivery and service.
- Due to lack of available storage space at location for First in Show frozen dog food, it would make more business sense to push retailers to place ***smaller*** orders.

Personal Characteristics

- The goal of First in Show dog food is to provide the healthiest and the most nutritious product on the market. Therefore, the target companies for distribution should hold similar virtues in their daily operations.
- A brand new high quality product with a premium price is an uncertain situation. Because of this, the company should target retailers with ***risk-taking*** attitudes.
- It is essential that First in Show operate in accordance with companies that have a reputation for sustaining high loyalty to their suppliers.

Goal Statements

Retailer Goals:

- Develop brand awareness among the targeted retailers.
- Get quality, benefits, and health information across to targeted retailers.
- Educate the targeted retailers on the potential of sales and gross profit they could earn.
- Motivate the targeted retailers to sell our brand of dog food.
- Get full retailer compliance and support for our product and marketing programs. Get more of our dog food into each target market.
- Get retailers to feature our brand as their highest quality dog food from a health nutrition aspect.
- Educated the targeted retailers on our company and dog food brand.
- Get full compliance for all of our marketing programs both in store and out of store; Display, sales, support, training, and brochures.

Consumer Goals:

- Develop brand awareness among targeted consumers from scratch through promotions and advertising.
- Get the health nutrition information, quality, and benefits across to the targeted consumers.
- Educate consumers on where they can find the food, how to prepare it, and how to store our dog food.
- Create brand loyalty between the company and future consumers that will lead to brand equity.
- Enhance the chance of dogs to live a pro-longed, healthy, and nutrition rich life.
- Introduce this new health nutrition dog food design into the new targeted consumers successfully.
- Create positive customer worth and “word of mouth” recommendations from customers.
- Positively impact consumers during the critical in store shopping experience.
- Take advantage of the consumer’s interest in a healthy dog and economy becoming more health oriented.

Company Goals:

- Achieve a return on sales in the second year. (Objective)
- Breakeven within the first year (Objective)
- Improve profitability (Objective)
- Improve service quality.
- Increase/develop a successful market share of show circuit. (Objective)
- Expand all selected dog food stores.
- Create a positive internet presence and strategy.
- Be known within the industry for our dog food benefits, quality, and state.

MARKETING MIX PROGRAMS

Product Strategy

- **Brand name**

We suggest that the company should change the brand name from show circuit to first in show. In doing this, we hope to establish a brand identity with a name of prestige, which our customers will be able to identify as the best quality.

- **Product features/benefits**

First in show dog food is the best frozen nutritional dog food.

Features:

- Made up of 85% fresh meat.
- Highest quality fortified cereals. (Remaining 15%)
- Ingredients
- Easy to open, prepare, store, carry, serve, and dispose of.

Benefits:

- High quality proteins, vitamins, and minerals cause the dog to be energetic
- The meat causes a stronger desire for first in show by the dogs and they demonstrate sense of taste, smell, look, swallowing and digestion.
- Causes the dog to have good breath, teeth, and live a long lifetime ailment free.

Differentiation from competitors

First in show's product differentiates from its competitors in the following ways:

1. It is a frozen product composed of fresh meat.
2. It is the **Best** dog food from a health nutrition stand point.
3. The packaging is in a Ziploc bag rather than a paper bag
4. First in Show educates their consumers

Relationship to delivering value:

We suggest that First in Show delivers value to their consumers through their packaging. We believe that by using Ziploc bags to store the fresh meat based food in, it will make the storage space limited which the consumers will appreciate. They will also get value because their dogs will enjoy the food and feel the number of benefits.

Logo:

We suggest that your logo contains a different mix of dog breeds on the package in order to show the message that the product is for every type of dog and not just show dogs

Package Design:

We suggest the package to have colors such as red and gold to resemble victory which matches our brand name. The package will be in a large heavy duty Ziploc type of bag. The bag will be transparent, so the customers can see what they are purchasing.

First in shows package differentiates from its competitors by packaging the dog food into a large heavy duty Ziploc type of bag. These factors make our dog foods different because other companies are packaged in large paper bags.

The package will be easily store-able because the tubes within the bag are able to be shaped. The package should be easy to open and close with the Ziploc.

The front of the package should display the company logo. It should also display the brand name as well as a warning disclaimer stating that this is not for human consumption. The red will attract the consumer because it is a strong color as well as the gold which represents winning.

The back of the package should display the nutritional facts as well as the ingredients on the backside.

The side of the package should demonstrate the list of instructions the dog owner should follow to properly prepare the food.

- 15 oz. tubs/12 tubs per case
 - 1 oz. for small dogs
 - 2 oz. for medium dogs
 - 3 to 4 oz. for large dogs

Company Promise:

We suggest that the company doesn't have a warranty on their dog food, but instead puts a guarantee on the product. The guarantee would basically say that we First in Show will personally guarantee that this product is packaged with fresh meat and preserved at the correct temperature to keep from spoiling.

Service delivery system:

We suggest that First in Show start with their clients and then customers. In order to have a good service delivery system, you must start with identifying your clients. In this case, your clients are the potential retailers who are willing and able to handle your product. First in Show must successfully train the staff at their selected retailers to answer questions and sell the product. Next, First in show needs to find a way to get feedback with their shopping experience and if they like the product.

One way to get feedback is through surveys. Surveys are a cheaper spending route to get customer satisfaction with leaving the person anonymous.

Price

- **Price Strategy – Value pricing**
 - First in Show's price needs to be based off of the value the product delivers the customer. Since First in Show is the healthiest dog food on the market using fresh meats while also enriched with vitamins and minerals, a premium price needs to be applied to signify the value offered by the product.

- **Pricing Objectives**
 - *Quality leadership*
 - We suggest that First in Show set a premium price to signal high quality in an attempt to position the product as the quality leader.
 - *Maximize profit margin*
 - Since quantities will be low in the early operations, First in Show should maximize the unit profit margin, recognizing that quantities will be low.

- **Price Points at Retailer Level**
 - The retailers need to be offered a price of \$26.91 per case to allow them a gross margin of 35%

- **Range of Acceptance of Price**
 - *Price floor - \$0.16 - \$0.19 per ounce*
 - *Price threshold - \$0.24 - \$0.27 per ounce*
 - At the price floor **16.06%** of the entire Boston dog owner market would be very/extremely interested in purchasing Show Circuit dog food.
 - At the price ceiling **8.98%** of the entire Boston dog owner market would be very/extremely interested in purchasing Show Circuit dog food.

- **Introductory Prices**

- According to the chart below, **12.84%** of the entire Boston dog community would be very or extremely interested in purchasing First in Show dog food in the range of **20 to 23 cents per ounce**. Because of this we find it appropriate to price First in Show at 23 cents per ounce.

Purchase Interest Levels without Set Price

Market Segments (Boston dog market)	Interest Level: Very interested	Interest Level: Extremely Interested	Total
Health nutrition (30% of total market)	20% (6% of total)	60% (18% of total)	80% (24% of total)
Extreme Spoiler (20% of total market)	40% (8% of total)	10% (2% of total)	50% (10% of total)
Extreme health/discipline (10% of total market)	10% (1% of total)	90% (9% of total)	100% (10% of total)

Purchase Interest Levels with Price Range

Price per ounce	Very Interested (15% of total market)	Extremely Interested (29% of total market)	Total
\$0.16 - \$0.19	50% would buy (7.5% of total)	100% would buy (29% of total)	36.5% would buy (16.06% of total market)
\$0.20 - \$0.23	40% would buy (6% of total)	80% would buy (23.2% of total)	29.2% would buy (12.84% of total market)
\$0.24 - \$0.27	20% would buy (3% of total)	60% would buy (17.4% of total)	20.4% would buy (8.98% of total market)

- **Costs Per Unit**
 - We have been able to adjust the direct cost of one case of First in Show frozen dog food to \$7. Other variable costs do exist as there is a 2% advertising cost, a 3% coupon redemption cost, and also a 10% commission of the selling price to retailers.

- **Discounts/Allowances**
 - We have determined that a 10% discount be applied to any order of more than 100 cases of First in Show frozen dog food to encourage retailers to stock our product in their stores.

Pricing According to the 3 Prong Approach

1. Market Based Pricing

- 12.84% of the total Boston dog market is willing to pay 23 cents per ounce for First in Show.

2. Competitive Pricing

- Bill Jack frozen dog food is being sold at 30 cents per ounce to the consumer and is the highest priced dog food in the market.

3. Profit/Contribution Margin

- 23cents per oz * 15oz = **\$3.45 per tub**
- \$3.45 * 12 tubs = **\$41.40 per case**
- \$41.40 * 65% = **\$26.91 price to the retailer per case**
- \$26.91 * 85% - \$7(subtracting a 2% advertising cost, 3% coupon redemption, 10% commission) = **\$15.87 Contribution per unit**
- $\frac{\$26.91 - \$11.04}{\$26.91} = 59\%$ **Contribution margin**
- $\frac{\$800,000(\text{fixed expenses})}{59\%} = \mathbf{\$1,355,932.21}$ **Breakeven sales**

Distribution Strategy

Retail Channel Selection:

We suggest First in Show dog foods to be sold at: ***Pet Superstores and Veterinarians***

We suggest Pet superstores because these are the most practical locations to stock a product such as first in show at. Employees at pet superstores tend to be much more educated on pet foods than other places such as mass merchandisers and supermarkets. The employees at pet superstores will be able to answer customer's questions on first in show better than any other retail store.

We also suggest selling First in Show through Veterinarians. Since our primary target market is the Health/Nutrition/Looks of the dog, we will be able to find a large percentage of our target market visiting their veterinarians very often. This gives the veterinarians the opportunity to educate their clients on clearly the most beneficial dog food on the market. Another main reason for veterinarians is the high expertise on pet health which will be conveyed to their clients. We expect veterinarians to promote the product well, which will result in high sales and word of mouth advertising from customers.

We suggest these locations because it is in the companies home of operations and the company already has existing buyers in the area.

Intermediaries (Broker)

Our Intermediaries will be sales agents who will conduct the entire personal selling process between both Pet superstores and Veterinarians. After they establish a strong relationship with the different superstore retailers and veterinarians, these agents will take orders based on the retailers Enterprise Resource Planning system. Intermediaries will be in communication constantly with Veterinarians to determine how much stock is necessary. The intermediary will be paid on a commission base to start which will be 10% of sales.

Channel Motivators

We suggest First in show start off with a lucrative **push strategy** towards their pet superstores and veterinarians. This will **build a strong relationship** between both because First in Show understands it must first build brand awareness and trial while keeping the retailers and veterinarians content with high profits.

High profit margin

First in show should provide a high profit margin to pet superstores and veterinarians. The **gross profit margin** should be set at **35%**, which will be a high incentive for both veterinarians and superstores. This will motivate both to promote First in Show well as in terms of visibility on the floor.

Discounts on large orders of First in Show

We believe First in Show should encourage pet superstores to promote First in Show heavily. When retailers purchase First in Show in large orders, First in Show should provide a **discount of 10%** on the sale. We believe this will give retailers an incentive to more heavily promote First in Show due to the larger profits they will receive from its sales.

Cooperative Advertising

We suggest First in Show take part in **cooperative advertising** with pet superstores where they will see the majority of their sales. The costs should be shared and this will help promote First in Show in special sections of each individual pet superstore promotions. The co-op advertising should also be seen in **direct mail**, which will be mailed directly to consumers with the name of the retailer as well as First in Show. This will solidify the relationship between First in Show and the pet stores its product is sold at.

With these suggested channel motivators, First in Show should expect:

- ***Retailers to stock First in Show in a special area where it is displayed as different from other dog foods, yet close to the dog food section in its freezer.***
- ***High sales and profit from through pet superstores. This should occur as the retailers will be pushing First in Show for their own sales benefit.***

Retailer/Dealer/Customer Service Programs

Inventory

First in Show provides frozen dog food, we suggest a large extra freezer in the back room of our selected retailers in order to have a secure stock on hand. Since the product is frozen, it can remain in inventory for a long time. We suggest using Just-in-time (JIT) inventory control systems. This is important with First in Show because it is a product different than any other dog food and requires a more complex way of packaging.

Education

We suggest the broker, who already visits stores periodically; educate pet superstore employees on First in show. With this training, employees at the superstores will be able to educate the customers about a new dog food and its many benefits and points of differentiation.

Training

We suggest First in Show provide training to pet superstores on a periodic basis. Their training should include proper storage, detailed explanation of the product, and key ways to sell the product to convince consumers about this new product in the dog food market.

With the suggested intensive training and education programs we expect consumers to:

- Be highly satisfied at the personal service provided by the pet superstore employees.
- Perceive the product to be of high credibility due to the expertise conveyed by the employees.
- With a combination of high personal service and credibility, First in Show will gain High Selling Power.

ADVERTISING GOALS AND OBJECTIVES

Consumer Advertising

First in Show should primarily **increase brand awareness** and **generate interest** in the dog food among the targeted consumers in the Boston market.

- It is essential for First in Show to get across the value that First in Show dog food has to offer. The **quality, style, and value story** should be communicated to the consumers who are aware.
 - **Quality**
 - First in Show should deliver premium fresh meat based dog food which is easy to digest and the best on a health, nutrition, and looks standpoint.
 - **Style**
 - Packaging should be in an easy to store heavy duty bag that will not take up an abundance of freezer space. First in Show should suggest the package to have colors such as red and gold to resemble victory which matches First in Show's brand name.
 - **Value**
 - First in Show should reassure target consumers that by purchasing this dog food, the life of their dog will be enhanced, therefore, live a longer and healthier life.
- Targeted consumers should be **informed on where First in Show dog food can be located**, also **where to find additional information about the frozen dog food**. This process should be fast and easy for the consumer. First in Show should suggest consumers to find information on the pet stores online website or at the pet store locations.
- The **style and design** of the brand will create interest and excitement in the dog food. By introducing these **new styles to the target consumer successfully will increase the brand image and awareness**. The uniqueness of the style and design will not only attract the consumer, but it will turn them into **long-term repeat purchasers**, which will essentially benefit First in Show Pet Foods Inc.

- First in Show dog food is by far the healthiest dog food based on a health, nutrition, digestive, and looks standpoint. The company should **educate the target consumer** about these positive attributes of First in Show dog food that will differentiate themselves from other competitors.

Trade Advertising

- First in Show should advertise their product in various trade magazines, which will allow consumers to learn more information about the dog food. These advertisements can be published in Pet Business Magazine and RFF Retailer.
- In these advertisements, **First in Show should not set a humorous tone** as the intended message being sent out to the reader/consumer. **It is essential that the consumer understands that First in Show is the healthiest dog food out in the market that can benefit the looks and the health of their dog.**

Advertising Message Content

- Extra healthy dog food... fresh meat with all the necessary nutrition your dog needs.
- Nutritious great tasting dog food they are sure to love
- Superior dog food for your companion
- Unrivalled nutrition and unmatched taste
- Minerals and nutrients to enhance a healthy life style

Media Mix

Print Media

Print media, such as **newspapers and magazines**, should be utilized to position First in Show dog food against its competition at least once a week.

- First in Show should **compare** its benefits since it is a **frozen meat** based dog food to **canned and dry dog food**. This will emphasize again the benefits of the product.
- It is suggested that First in Show includes price of the dog food.
- First in Show should add coupons in the newspaper or magazine as an incentive for the consumer.
- In the printed advertisement, First in Show should **display** what the **product** looks like, especially the **logo** of First in Show.

Television

First in Show should televise a single **30 second** television commercial advertisement on the **Discovery Channel** during prime times. It is suggested that the commercial should **include** a dog on a podium who won first place, looking very healthy with a shiny fur coat. This will give the message to the purchaser that their dog will look like a champion.

- First in Show should have a budget of \$700 thousand to put create and air television advertisements.

Commercial Skit

“Is your dog not as healthy and energetic as you would wish? Are you still feeding your dog standard dry dog food? First in Show is a new fresh meat dog food that will make your dog look and feel like a champion!”

Public Relations

It is essential that First in Show integrates with reliable PR agents that will get create **awareness** and **interest** of the product and the company. The chosen PR agents should be able to build the marketplace excitement before the products initially launches. This should give a reason to the target customers to buy First in Show and add value to the product.

- **Press Releases:** The PR agent should communicate to the community that First in Show is releasing a dog food product in the Boston market area.

Promotions

First in Show should carry out different promotions within the store and out.

- **Coupons**
 - Coupons should be attached to packages and should be a peel-off sticker/coupon, similar to those in Target.



- The coupons on the packaging will encourage the consumer to **take action** and make repeat purchases.

- **In-store Demonstrations**

- Both veterinary offices and pet stores should have **sample products** so that dogs could sample the fresh meat product right there on the spot. By doing this, the purchaser will be able to see that their dog will enjoy consuming the frozen meat dog food, and at the same time obtain some information about the product from the well trained store/office employee.
- These demonstrations will drive potential customers to desire the product for their dog after they see their pet enjoying First in Show.
- The sales-person should have visuals for the customer to show before and after pictures of dogs that consume First in Show.
- Charts that illustrate nutritional facts of First in Show and other competitor dog foods should be presented to the customer. This will educate them about the benefits of First in Show compared to others.

Example:

Brand	Highest % Ingredient as Meat	2nd Highest Ingredient as Meat	3rd or 4th Highest Ingredient as Meat	Visible & Proven	Less than 25% Carbohydrate	Crain Free for 50% Raw/Prep	Cold Fanned or Low Temp Cook to Maintain Nutrition	0% Grain	0% Soy Product	0% Artificial Color	0% Dry Soy, Wheat	Price	Price per lb & Price per 1	DogFoodAnalyses.com Rating
EVO for active life	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Vet Pet Supplies 22 lb - All Ages Large Size \$52.99	\$1.89 per lb \$2.17 per 1	2.5
Origen	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	Vet Pet Supplies 22 lb - Puppy Green Puppy \$54.99	\$1.85 per lb \$2.12 per 1	2.5
Taste of the Wild	✓	✓	✓	✓				✓	✓	✓	✓	Vet Pet Supplies 20lb - All Ages High Protein \$34.99	\$1.72 per lb \$2.17 per 1	2.5
CANIDAE	✓	✓	✓	✓					✓	✓	✓	Vet Pet Supplies 40lb - All Ages AUS \$71.99	\$1.89 per lb \$2.12 per 1	2.5
CANIDAE Grain Free	✓ 80% Meat	No, but 80% meat covers it	No, but 80% meat covers it	✓				✓	✓	✓	✓	Vet Pet Supplies 20lb - All Ages Salmon \$52.99	\$1.97 per lb \$2.23 per 1	2.5
VILLAGE	✓	✓	✓	✓			✓		✓	✓	✓	Vet Pet Supplies 20lb - ADULT Blue Wilderness \$43.99	\$1.89 per lb \$2.21 per 1	2.5
Blue Diamond	✓	✓		✓			✓		✓	✓	✓	Vet Pet Supplies 20lb - Adult Chicken & Rice \$43.99	\$1.42 per lb \$2.22 per 1	2.5
ROYAL CANIN	✓	✓							✓			Vet Pet Supplies 40lb - ADULT Beef & Rice \$74.99	\$2.62 per lb \$2.12 per 1	2.5
ROYAL CANIN									✓	✓		Petco 22lb - Puppy New Large Breed Puppy \$23.99	\$1.07 per lb \$2.54 per 1	2.5
CANIDAE										✓		Petco 22lb Large Breed Adult Chicken-11.99	\$1.22 per lb \$1.22 per 1	1.5
Beneful								✓				Petco 21lb Healthy Natural \$17.99	\$0.83 per lb \$2.22 per 1	1.5
Bit-Jac												Petco 22lb Sweet Potato \$16.99	\$1.34 per lb No 1	1.5
Eukanuba										✓		Petco 40lb Premium Performance \$17.99	\$1.25 per lb \$1.25 per 1	1.5
Complete Recipe				✓						✓		Petco 21lb Chicken \$22.99	\$2.94 per lb \$2.42 per 1	1.5
IAMS										✓		Petco 40lb Adult Large Breed \$22.99	\$2.62 per lb \$2.52 per 1	1.5
Indigo												Petco 35.5lb Puppy \$23.49	\$2.67 per lb No 1	1.5
ONE	✓											Petco 21lb Chicken & Rice \$22.99	\$1.09 per lb \$1.09 per 1	1.5
PRO PLAN										✓		Petco 21lb Chicken & Rice \$22.99	\$1.09 per lb \$1.09 per 1	1.5

Salesperson Characteristic

It is vital that First in Show educates the employees of the pet stores and veterinary offices. The salesperson is the only person that will have a one on one interaction with the customer, so it is essential they are given correct and precise information about First in Show.

They should have knowledge of:

- Company
- Product attributes
- Product benefits
- Competitors
- Price
- Customer testimonial
- Industry knowledge

Dog Food Market Calculations

	2004%	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Sales		\$7 billion	\$7.7 billion	\$8.5 billion	\$9.4 billion	\$10.4 billion	\$11.5 billion
		(Annual Growth rate of 10.3% between 2005-2008)				(9.4 bill x 1.109)	(\$10.4 bill x 1.109)
Super markets	44%	\$3.08 billion	\$3.4 billion	\$3.74 billion	\$4.14 billion	\$4.58 billion	\$5.06 billion
		7 bill. X .44	7.7 bill x .44	8.5 bill x .44	9.4 bill x .44	10.4 bill x .44	11.5 bill x .44
Mass Merch.	24%	\$1.68 billion	\$1.8 billion	\$2.04 billion	\$2.26 billion	\$2.5 billion	\$2.76 billion
		7 bill x .24	7.7 bill x .24	8.5 bill x .24	9.4 bill x .24	10.4 bill x .24	11.5 bill x .24
Pet Super.	18%	\$1.26 billion	\$1.4 billion	\$1.53 billion	\$1.69 billion	\$1.87 billion	\$2.07 billion
		7 bill x .18	7.7 bill x .18	8.5 bill x .18	9.4 bill x .18	10.4 bill x .18	11.5 bill x .18
Farm Feed	4%	\$280 million	\$308 million	\$340 million	\$376 million	\$416 million	\$460 million
		7 bill x .04	7.7 bill x .04	8.5 bill x .04	9.4 bill x .04	10.4 bill x .04	11.5 bill x .04
Independent	5%	\$350 million	\$385 million	\$425 million	\$470 million	\$520 million	\$575 million
		7 bill x .05	7.7 bill x .05	8.5 bill x .05	9.4 bill x .05	10.4 bill x .05	11.5 bill x .05
Veterinarian	4%	\$280 million	\$308 million	\$340 million	\$376 million	\$416 million	\$460 million
		7 bill x .04	7.7 bill x .04	8.5 bill x .04	9.4 bill x .04	10.4 bill x .04	11.5 bill x .04
Internet	1%	\$70 million	\$77 million	\$85 million	\$94 million	\$104 million	\$115 million
		7 bill x .01	7.7 bill x .01	8.5 bill x .01	9.4 bill x .01	10.4 bill x .01	11.5 bill x .01